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Chrome Data Analytics and Media

CHROME DM

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Our Clients



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Data Analytics firm



मराठी
राजस्थान

819, World Trade Tower, Sector 16, Noida, UP.-201301

About Us



About Chrome Data Analytics and Media

Founded in 2008, Chrome DM is India's largest primary research and data analytics company. As of July '16, the company has a team of 650+ field staff, 150+ managerial staff and 450 tele callers speaking over 22 languages to gather data from over 3300 towns and 600,000 villages. Chrome DM operates in the fields of broadcast distribution audit & monitoring, market research and media services. The company currently has 6 proprietary tools which have gained wide industry acceptance and usage in the past 10 years, leading to over 400 clients.

About the Leadership

With over 15 years of experience in the media space, Chrome DM Founder & CEO Pankaj Krishna, an industry veteran, has worn many hats. Having completed his O Levels from University of London, Pankaj finished an Executive Education Programme from Harvard Business School. While his entrepreneurial journey began in 2008, Pankaj has learnt the ropes of the media industry at some of the best brands in the business- India Today, National Geographic, Star India- before going on to be the Business Head of UTV India.

Chrome DM's Infrastructure

- All India Team Strength – 1,250+ (650+ Field Staff, 450+ Tele Callers, 150+ Managerial Staff)
- All India Panel & Parallel Homes (U+R)- 34,000+
- Coverage - 3,000+ Class 1 and LC1 towns & 6,00,000 villages across India
- Client Base – 400+
- India's only Analytics firm that consolidates connectivity reports across all modes of delivery – Analog, Digital and DTH across the country providing access to data at headend level.
- At every headend, the data collection for channel mapping is executed across 3+1 Chrome DM Panel Homes – even if 1 respondent says “NOT AVAILABLE”, we report it as “NOT AVAILABLE” - Hence a trigger for the client to rectify the problems immediately!
- Data collection is done through Chrome Boxes, Field Research and Tele-calling. Audio Proofs from tele-callers are provided in below 10L markets and rural head ends. Daily reporting across ~ 200 head ends in Metros and 10-75L markets is carried out, through proprietary apps.
- Fastest turnaround time; re-report individual head ends, within 24 hours.
- Trained tele-callers who can speak 22 languages including Assamese, Bangla, Bodo, Kashmiri, Konkani, Maithili, Manipuri, Punjabi, Tamil, Telugu, Malayalam, Kannada, Marathi, Gujarati, Punjabi, Oriya, Bhojpuri, Urdu, English and Hindi
- Chrome DM Satellite Offices: Apart from Noida and Mumbai, Chrome DM also has Work-from-Home Tele-callers across different parts of India such as Chandigarh, Bhopal, Indore, Vadodara, Jaipur, Kolkata, Chennai, Bangalore, Vishakhapatnam, Hyderabad, Patna, Lucknow, Kanpur, Kochi etc.
- Chrome DM Services offered

Contact Us

Chrome DM's Offices -

Delhi

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- C-40, Sector 27, Noida- 201301

Mumbai

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Bangalore

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Thank you!